IN THE CLAIMS

1. [Currently Amended]   A method of displaying competitive product performance data, comprising:

    providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product;

    associating a~~ plurality of the~~ each animated graphic file[[s]] with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale;

    determining a first product value representing [[a]] the first product's performance on a test;

    determining a second product value representing [[a]] the second product's performance on the test;

    solving for a numeric contest value by mathematical relationship between the first product value and the second product value;

    determining which numeric range includes the contest value;

    selecting the ~~an~~ animated graphic file associated with the numeric range which includes the contest value; and,

    displaying the selected animated graphic file ~~contest~~.

2. [Cancelled]

3. [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein displaying the selected animated contest further comprises:

    providing access to the selected animated contest file on a web page for viewing by Internet users.

- 2 -

4.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein displaying the animated contest further comprises: displaying the selected animated contest on a web page for viewing by Internet users.

5.   [Previously Presented] The method displaying competitive product performance data in accordance with claim 1, wherein solving for a contest value between the first product value to the second product value further comprises dividing the first product value by the second product value.

6.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein determining a first product value representing a first product's performance result further comprises determining a statistical representation of the first product's performance for a plurality of measurements of the first product's performance.

7.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein the first product value and the second product value are statistical representations of multiple test results of the first product and the second product.

8.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, wherein determining a first product value and second product value further comprises:

a) observing at least one qualitative test result; and,

b) quantifying the results on a numerical scale.

9.   [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, further comprising:

providing a scaled database of animated graphic files which portray increasingly close contests when the contest value represents an increasingly close first product value and second product value.

10. [Previously Presented] The method of displaying competitive product performance data in accordance with claim 1, further comprising:

graphically identifying an animated representative of the first product; and

graphically identifying an animated representative of the second product.

11. [Cancelled]

12. [Currently Amended] A method of displaying competitive product performance data, comprising:

providing a plurality of unique animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product;

associating each animated graphic file with a unique numeric identifier that collectively comprise a substantially continuous numeric scale having a known number of significant digits;

determining a first product value representing a first product's performance on a test;

determining a second product value representing a second product's performance on the test;

associating the first product value to a performance variable of a first animated character;

associating the second product value to a performance variable of a second animated character; and,

solving for a real number contest value by mathematical relationship between the first product value and the second product value;

rounding the contest value to the same number of significant digits as the numeric identifiers;

- 4 -

selecting the animated graphic file whose numeric identifier equates to the rounded
contest value; and

~~displaying a computer-generated animated contest between the first animated character
and~~ the ~~second~~ selected animated ~~character~~ graphic file.

13. [Currently Amended] A method of displaying competitive product performance data,
comprising:

providing a plurality of animated graphic files, each animated graphic file depicting a
unique contest between at least a first entity representing a first product and a second
entity representing a second product;

associating ~~a plurality of the~~ each animated graphic file[[s]] with at least one unique
numeric range[[s]] that collectively comprise a substantially continuous numeric scale;

determining a first product value representing a first product's performance on a test;

determining a second product value representing a second product's performance on the
test;

adding the first product value to a database of other product values of other product
performances on the test;

adding the second product value to the database of other product values of other product
performances on the test;

determining a statistical numerical representation of the database;

solving for a first product base value between the first product value and the statistical
numerical representation;

solving for a second product base value between the second product value and the
statistical numerical representation.

~~resolving~~ solving for a ~~mathematical~~ numeric contest value by mathematical relationship
between the first product base value and the second product base value;

determining which numeric range includes the contest value;

selecting the animated graphic file associated with the numeric range which includes the
contest value; and,

displaying the selected animated graphic file.

14. [Currently Amended] A method of displaying competitive product performance data, comprising:

 providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product;

 associating a plurality of the each animated graphic file[[s]] with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale;

 determining a first product value representing a first product's performance on a test;

 determining a baseline product value statistically representing of a plurality of other product performances on the same test;

 solving for a contest value between the first product value and the baseline product value;

 determining which numeric range includes the contest value;

 selecting the animated graphic file associated with the numeric range which includes the contest value; and,

 displaying the selected animated graphic file.

15. [New] The method of displaying competitive product performance data in accordance with claim 1, further comprising:

 determining the maximum contest value range; and,

 dividing the absolute value of the maximum contest value range by the number of associated animated graphic files to determine the numeric range of each animated graphic file.

16. [New] The method of displaying competitive product performance data in accordance with claim 1, further comprising:

 wherein the numeric range is inversely proportional to the number of associated animated graphic files.

17.   [New] The method of displaying competitive product performance data in accordance with claim 1, further comprising:

determining which of the first and second product performances is superior;

associating the prevailing character in the animation file with the superior performing product.